1962-05-30
The Roanoke Times (p.9)

Antenna Television System Planned For Charlottesville

Shenandoah Life Stations Inc. of Roanoke is a major stockholder in a community antenna television system to be constructed in Charlottesville this summer.

Work is scheduled to start late in June on the system to be operated as the Jefferson Cable Corp., said Robert Monroe of Richmond, president.

It will provide metropolitan television viewing for about 8,000 Charlottesville homes.

When completed this fall, the system is to encompass more than 75 miles of coaxial cable and will offer Charlottesville residents a choice of seven television channels plus the entire FM radio band. It will be equipped for television reception from Roanoke, Richmond, Lynchburg, Harrisonburg and Washington.

A receiving tower will be constructed on a high point near Charlottesville and the cable will run from it to the city. Individual homes will have connections to the cable.

Monroe also is president of Southern States Radio Corp., owner of radio station WRGM in Richmond.

Other officers of Jefferson Cable are James H. Moore, vice president; T. T. Moore, treasurer, and Richard Leftwich, secretary. All are of Roanoke.

James H. Moore is president and T. T. Moore and Leftwich are directors of Shenandoah Life Stations, operator of WSLS-TV and WSLS radio.

The Roanoke firm and Monroe are the major stockholders.

1962-12-27
The News Virginian (p.1)

Community TV Antenna Work To Begin in March

Work on a community television antenna system here is expected to be started by March, Robert A. Monroe, president of the Jefferson Cable Corp. of Charlottesville said today.

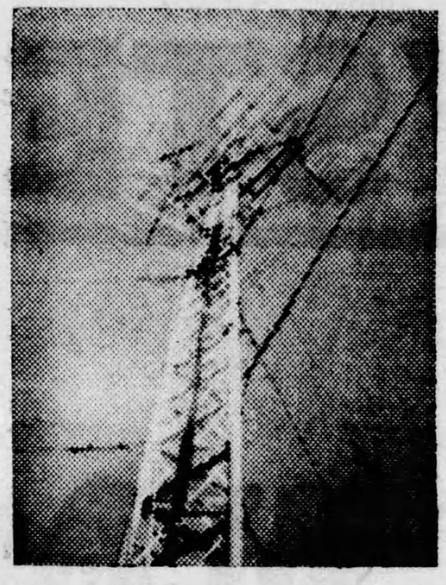
Mr. Monroe said his company during the last two months has been making extensive surveys in Waynesboro to determine a good site for its major antenna, and the location of transmission lines.

Mr. Monroe said the system is expected to cost in the neighborhood of $250,000, and should be completed in June. However, service will be available to customers as soon as lines are completed in various sections of the city.

Jefferson Cable Corp. was granted a franchise to erect and operate a community television antenna system in Waynesboro on Oct. 25.

The franchise stipulates that Jefferson Cable must have its system in operation one year from the date the permit was granted—Oct. 25, 1963.

1963-03-25
The Daily Progress (p.28)



CATV Antenna *Brings In Good Color Signals*

A considerable number of color television programs are expected to be shown at the first public showing of the Jefferson Cable Corporation CATV system, at the Fry's Spring Beach Club, and several local Charlottesville TV dealers, plan to exhibit sets.

Don Emerson, chief engineer of Jefferson Cable said color reception can be expected from stations picked up by the community antenna system and that all equipment has been carefully adjusted to assure the proper response for good color video.

The signal strength required for color television is higher than that needed for black and white reception, he said, and the signal strength can be regulated by Jefferson Cable when it puts the signal on the line.

As a result, Emerson said, color can be delivered on the cable system more satisfactorily than with ordinary reception picked up through roof-top antenna systems.

CATV Service Not Pay TV

Community cable television service is not pay TV as it is known in the trade. In pay television the subscriber purchases programs individually on a pay-as-you-see basis. In cable-TV the subscriber pays for the service of being connected to a fully equipped master antenna.

Cable TV is not involved in the programs put on by the television stations or networks. In other words, the cable operator's business is providing master antenna receiving service, not a program service.

Cooperation Was Mutual

Bringing cable television to Charlottesville has been a pact of mutual cooperation with the city and utility companies working with the Jefferson Cable Corp.

Running trunk lines and cables up and down the streets and hooking them on utility poles may sound like an easy job. It isn't exactly that, but you might say the cooperation of the Virginia Electric and Power Company, the Virginia Telephone and Telegraph Company and city officials made it a lot simpler than it might have been.

There are national, state and local code requirements which have to be met. "Everybody has to stay out of everybody else's way," said Don Emerson, chief engineer at Jefferson Cable. "Without the assistance of the power and telephone companies and the city, cable television could not have been installed," he said.

Communication lines are the lowest lines on the pole and power lines have to be a minimum of 40 inches above these. This is a safety precaution to enable linemen to work on communications lines without endangering themselves with the high voltage power lines.

However, communication lines have to be a minimum of 18½ feet above public streets. Television cable is classified as communications too, so this cable was fitted above the telephone lines and below the power cables. In many cases this entailed raising one set of lines or lowering another . . . or both.

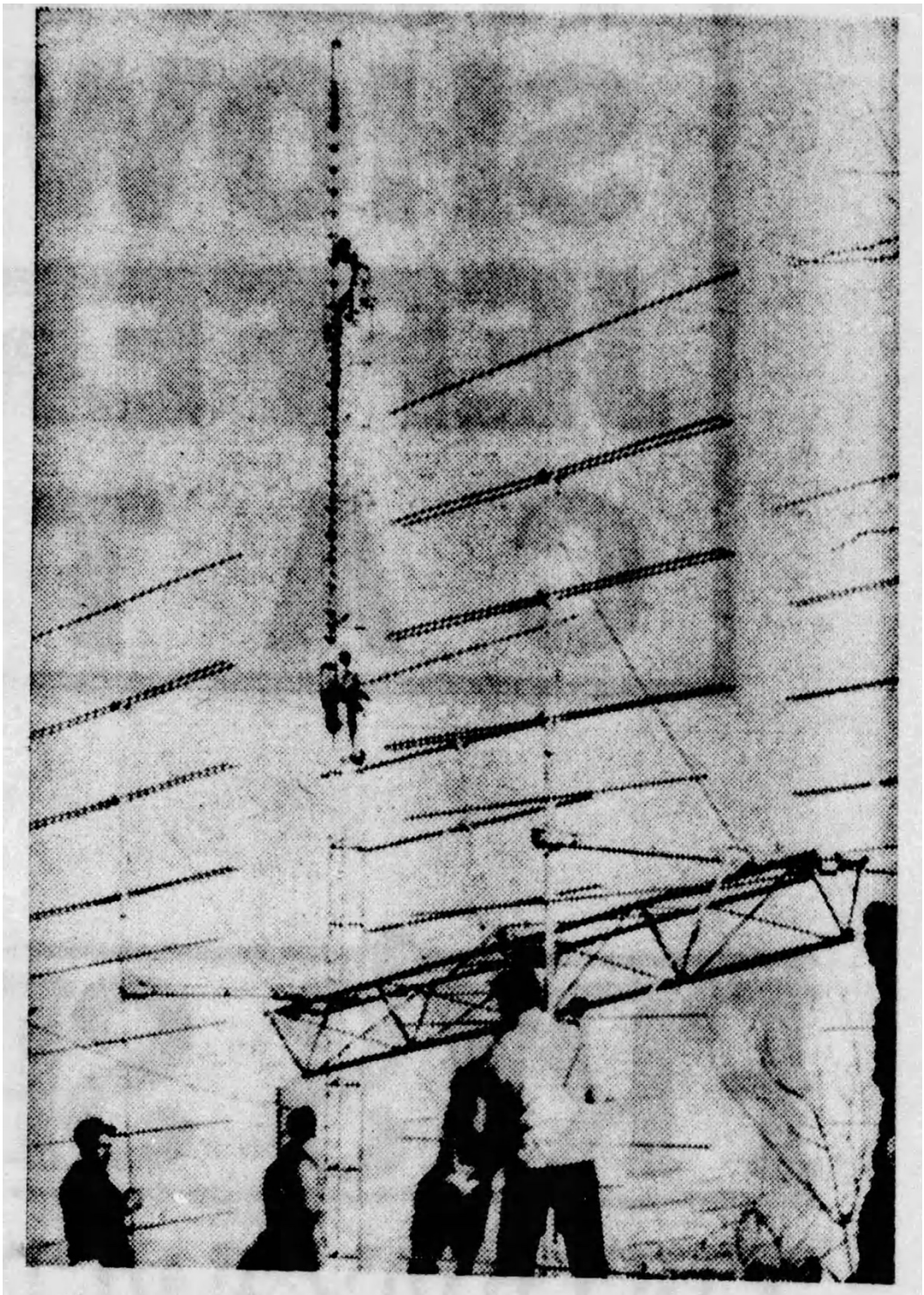
This was where the Jefferson Cable Corp. found remarkable cooperation.: If it were the telephone company which needed to move and make room, it did and the same with the power company.

The city maintains fire alarm signal circuits which also have to find a place on the telephone poles. The city helped by moving scores of these circuits and is still moving some of them.

The telephone and power companies raised many new poles where they were needed.

Sam Ryalls and Tom McDaniels of telephone company and VEPCO respectively worked as field engineers with the Jefferson Cable people.

Emerson said "everybody benefited . . . each company got to clean up its system and Charlottesville got CATV.



Antenna Under Construction Last Fall

Cable Systems Bring Variety By Offering Channel Choices

Often, even after a local television station goes into operation, cable systems continue to attract new customers.

This is because most community systems now offer subscribers a wide choice of channels. Some have as many as nine and even supply hi-fi background music on an additional channel. Most community antenna television (CATV) systems provide improved reception on each channel — no ghosts or snow.

To bring television signals into town and to keep them crystal sharp, today's community antenna systems use specially designed powerful receiving antennas, one for each channel, aimed precisely at the transmitting station.

When the television signal is fed into the cable for its trip to town, it is "boosted" by an amplifier, and it is reamplified at about half-mile intervals.

The operators of most CATV systems attach their cables to telephone poles (paying a rental to the phone company or local power company). The cables then branch off into customers' homes and are attached to the subscriber's own television set like any other antenna wire.

While most CATV systems use mountains or tall towers to enable them to "reach" a television signal, some towns are still too far from the nearest station.

In these cases, the operators of CATV systems often rent long-distance microwave service of the type used to carry network programs from coast to coast — to bring in signals from the nearest stations (which still may be hundreds of miles away.)

The average community antenna system has about 1,200 subscribers, although some have more than 12,000 and others less than 100.

Community antenna television service (often abbreviated to (CATV) started back in 1949 when the first wave of television fever was sweeping the nation and Milton Berle and Howdy Doody were becoming household names.

See: Sports Events — in color — CATV — Dial 296-1777